

CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, so many people love to watch football match which is published lively on television. People watch some leagues from so many countries. However, one of the most popular leagues is Barclays Premier League. Barclays Premier League is one of popular football competitions held in England. It contains twenty clubs with popular football players. Each club has fans on every country. Most of the fans generally know their favorite club from their logos. However, they only know it as a thing which represents each group. Due to this reason, the writer is interested in conducting search about the meaning of logos used by Barclays Premier League.

Logo is a kind of image or picture and can be categorized as sign. “Sign take the form of words, images, sounds, odours, flavors, acts, or objects. However such things have no intrinsic meaning and become sign only when we invest them with meaning.” (Chandler 2007: 17). To know the objective of using the symbol and its relation with the events happened on the logo, the use of semiotics theory is necessary, because semiotics is the science which studies the life of sign system (Guiraud, 1978: 2). The concept of semiotics is used to figure out the relation of non language sign in the logos which support the construction of the discourse.

According to the phenomena, the writer is interested in learning about the hidden meaning in Barclays Premier League Club logos.

For example:

Exhibit 1



The representamen of the logo above is a football club logo that uses the writing “Manchester” which in the top of it is decorated with a tape with crown-shaped, and “United” has three eyes below of that. On its side, there is a pair of ball. In the middle, there is a shield with a devil holding a trisula standing below a symbol of ship. The color of this symbol is red, yellow and black.

According to the phenomena, the writer is interested in learning about the hidden meaning in the club logos.

B. Previous Study

The research is not the first which conducts the study on semiotics. There are also some researchers who conducted the study of semiotics in

different needs of the purpose. Student of English Department of Muhammadiyah University of Surakarta, Safariyani (2004) conducted her research in *Dominant Ideology in Watch Advertisement Poster (Semiotics Approach)*. This study deals with semiotics analysis of dominant ideology and the structural elements related to watch advertisement poster. The result of her study shows that most of the watch advertisement posters constructed by the image of a man, women, and watch.

Another researcher, Nugroho (2008), an English Department student of Muhammadiyah University of Surakarta with his study “A Semiotics Study on the Islamic CD’ Cover” which analyzes the design of Islamic CD’ covers. This study also uses the semiotics principle to figure out the relation between the titles and the picture designed in the Islamic CD’s cover. The study results that every design of the Islamic CD’s cover symbolizes the title and seems like shows the big line of the CD’s contained.

Different from those researches above, the writer takes Barclays Premier League Club’s logos as the object of the study and the similarity of those researchers is the writer and them using semiotics approach in their research.

C. Focus of the Study

Based on the title and background of the study, the writer formulates the problem as follows:

1. How do the Barclays Premier League club’s logos lead to the identity of the event represent?

2. What are the meanings of the Barclays Premier League club's logos?

D. Objective of the Study

Based on the problem statement above this research tries:

1. To describe how the Barclays Premier League club's logos lead to the identity of the event they represent.
2. To find the meanings of the Barclays Premier League club's logos.

E. Benefits of the Study

The study is expected to give benefits as follows:

1. Theoretical Benefit

This research will give contribution in semiotics study about meaning of symbol for the development of semiotics theory.

2. Practical Benefit

- a. English Lecturers

The result of the study can help the lecturers who want to know more deeply about semiotics in logos hidden meaning for linguistic lecturing material.

- b. Future Researchers

This research can give inspiration for future researchers to take semiotics for writing research.

c. Internet Users

This research can show the hidden meaning of the Barclays Premier League Club's Logos.

F. Research Paper Organization

In order to make this research easy to follow, the writer organizes this research paper as follows:

Chapter 1 is introduction. It consists of background of the study, previous study, focus of the study, objective of the study, benefits of the study, and research paper organization.

Chapter 2 is underlying theories. This chapter deals with the notion of semiotics, typology of sign, the notion of logo, Barclays Premier League and understanding reasons of the use of the picture.

Chapter 3 is research method. It presents type of study, object of study, data and data source, technique of data collection, and technique of data analysis.

Chapter 4 is research result. It relates to data analysis and discussion of the finding.

Chapter 5 is dealing with conclusion and suggestion.